

MOTOR INDUSTRY FACES NEW SALES OPPORTUNITIES

American Manufacturers Will
Find Big Market in All
Foreign Countries.

By W. Ledyard Mitchell,
President Maxwell Motor Company
The arrow pointing the way to ex-
port sales follows the sun. The
"selling season," so called in the ex-
port market, covers a period of
twelve months, varying in localities
with the varying seasons. The Amer-
ican motor industry, therefore, finds
itself face to face with a stable and
entirely new field possessed of enor-
mous possibilities, prepared to ab-
sorb and pay cash for a large part
of its annual production.

The foreign market is practically a
new one for a great number of Amer-
ican manufacturers. The present op-
portunity comes not only in Europe
but in South and Central Amer-
ica and the Orient on account of
the inability of the European manu-
facturer to supply the demand in
these markets. Australia and New
Zealand have always been large con-
sumers of American cars and if the
American manufacturers are able to
furnish a sufficient number of cars
during the coming year to supply
these new markets, they will estab-
lish themselves in the foreign field in
a manner which will place them in a
most enviable position with a very
minimum cost for this development.
In meeting competition in world

trade the American manufacturer is
developing a highly specialized class
of salesmen, known as "foreign trav-
elers," which class was practically
unknown to the American motor in-
dustry prior to the war. A new field
of advertising is being entered into
in which American methods will have
to be modified to meet the tempera-
ments and customs of the territory in
which the advertising is placed.

Each country has its own peculiar
characteristics which have to be
given a great deal of study from this
standpoint of sales demands which
will effect the companies' foreign
manufacturing and sales require-
ments.

BRISCOE EXHIBITS A NEW SEDAN

The feature of the Briscoe exhibit is
the 1920 sedan, which has been awaited
with a great deal of interest, owing to
the fact that it was expected to include
many features heretofore considered ex-
clusive to the higher priced cars.

The interior is upholstered in mohair
velvet with the exception of the driver's
seat, which is finished in leather to
conserve wear. An exceptional amount
of room per passenger is provided, and
there are four doors, each fitted with a
lever-operated disappearing window.

The touring car carries out the same
body line as the sedan. An added fea-
ture in cars of this type are four weath-
erproof curtains opening with the doors.
There is no radical departure me-
chanically in the 1920 car.

Further advances have been made in
the setting of this company of
eliminating weight wherever it is possi-
ble to do so without reducing strength.
This has been applied especially to the
reduction of weight below the springs.

THIS COUNTRY IS FULLY MOTORIZED, SAYS POERTNER

Three and a Half Times as
Many Cars Registered Here
as in the Rest of the World.

By WILLIAM C. POERTNER,
President Poertner Motor Car Co.

There is nothing more impressive
or more strikingly an evidence of the
growth of the motor vehicle industry
than the statistics showing the an-
nual registrations of passenger cars
and trucks in this country. It seems
only a scant few years ago that the
motor industry was referred to as
being in its infancy; yet the latest
registration figures show that there
are now more than 6,700,000 motor
vehicles in operation. An analysis of
these figures really presents some
meaty facts. It will show that one
out of every fifteen persons in the
United States is the owner of a
motor vehicle. When it is considered
that latest available figures, based on
conservative estimates, show that
there are about 1,384,250 cars in use
throughout the rest of the world, the
leadership of the United States as a
motoring Nation will be appreciated.

Registrations in this country are
increasing at the rate of close to 15
per cent, estimates made during the
last few weeks disclosing that there
are about 800,000 more cars in use
now than there were on Jan. 1, 1919.
New York State continues to be the
Empire State in the motoring world,
with Ohio, Pennsylvania, Illinois,
California and Iowa following in the
order named. Over half the auto-
mobiles and trucks in the United
States, 3,641,260, are found in ten
States. The six leading States, of
course, are included among these ten,
and in addition there are Michigan,
Texas, Indiana and Minnesota.

1380 Kimonos—1069 Tub Silk Petti-
coats Offer January Economies
Cape Kimonos, \$2.65 Kimonos, \$3.95
Wash Satin Petti- Tub Silk Petticoats,
coats, \$6.95 \$5.95
GIMBELS—Second Floor

Star Hours 9 to 5:30
Gimbel Brothers
32nd ST.—BROADWAY—33rd ST.

This Is Utica Week at Gimbel's
—Utica Bleached Sheets and Sheetings,
—Utica Pillow and Bolster Cases and a Tre-
mendous Stock of Blankets and White Wash
Fabrics at Splendid Savings.
GIMBELS—Second Floor

January—the Month of VALUES

Sale of 1,200 Men's Shirts,

Special at

\$2.25

A Sale for Men

Who Know Shirt Values

A fresh lot of fine madras negligees just received.
Neat patterns in hair-line and wider stripes.
Choice colorings. Soft double cuffs. Well tailored.
Every taste can be suited with this large quan-
tity to select from. Sizes 14 to 17 inclusive.

GIMBELS MEN'S FURNISHING SHOP—Main Floor



Good Luggage

At Prices You Will Marvel At



Cowhide Bags, riveted frames,
sewed edges, leather lined,
brown, \$12.95.
Black Pigskin Bags, leather
lined, 16 and 18 inches,
\$12.95 and \$13.95
Sewed frames, 18 in., \$20.

Though leather prices are
still mounting, it is still pos-
sible to get good leather
luggage at Gimbel's at mod-
erate prices.

Brown Smooth Cowhide Suit
Cases, 24 and 26 inches, 2
extra straps all around, good
lock, extra catches,
\$15.95 and \$16.95

Other Bag and Suit Cases, fitted and unfitted up to \$262.50
GIMBELS LEATHER GOODS—Main Floor

January Sale

New
Cotton
Fabrics

From

France, England, Switz-
erland, Ireland, Japan
and American Fac-
tories.

Prices range
38c to \$6.00
yard.

FOUR SPECIALS—
specially priced.

Group 1

Printed Voiles, 50c yd.
Beautiful designs and colors.
Dark and light grounds.

Group 2

Organdies, 38c yd.
Pastel Colors: Pinks, blues,
greys, flesh, rose, green,
canary, maize, orchid and
ivory.

Group 3

Imported Eponges and
Crepes, \$1.00 yd. 42 in. to
46 in. wide. Good colors and
designs.

Group 4

Gingham, 38c yd. 32
in. wide. Plaids, stripes and
solid colors.

GIMBELS—Second Floor

REO

If you are
interested
in transportation
in any
of its many phases
You should see
that famous Reo
Speedwagon
—original
of its type
and of its title.
Users say
it is the most
versatile
motor vehicle
ever made.

Reo Motor Car Co. of New York, Inc.

Manhattan Branch Broadway at 54th St.
Brooklyn Branch 1380 Bedford Avenue
Newark Branch 37-39 William Street
New Rochelle Branch 184 Main St.
Factory—Lansing, Michigan

Kerosene
Lamps,
\$4.95



Those splendid central-
draught lamps that burn
with such a steady, clear
white light. Complete with
chimney and white porce-
lain-glass shade.
GIMBELS—Fifth Floor.

The Sale of White Abounds in Economies

Vast stocks—innumerable styles—quality and good looks—at moderate prices—
these are the factors in this greatest event of January—the Annual Sale of White.

Garments are daintily fashioned of pink or white cambric, nainsook, batiste charmingly
trimmed—or practically tailored:

Lingerie for Women

9,000 Nightgowns, \$1.25 to \$10.45
5,000 Envelope and Knee
Length Chemises, \$1.00 to \$6.05
3,000 Long and Knee-
length Petticoats, \$1.00 to \$20.35
400 Combinations, \$1.50 to \$3.00
1,500 Drawers, 55c to \$3.95

Lingerie for Miss 4 to 18

For Miss 4 to 12 For Miss 14 to 18
Gowns, \$1.50 to \$3.00 Envelope Chemises,
Princess Slips, \$1.50 to \$2.50
\$1.00 to \$4.00 "Billie Burkes,"
\$3.00-\$4.00 Princess Slips,
Drawers, 55c to \$1.50 \$1.50 to \$5.00
Gowns, \$1.50 to \$3.00 Drawers, 85c to \$2.00

GIMBELS WOMEN'S AND MISSES' LINGERIE SHOPS—Second Floor

"Indian Tree" China from Japan



One of the loveliest of
tablewares that we have
shown for a long time.

"Open Stock"

but so large a selection that
you can easily assemble a Set
that suits your requirements.

Prices range
50c to \$7.50 piece

GIMBELS CHINA SECTION—Fifth Floor

The Houseware Store Offers



O'Keh Oil
Heaters
A full size heater
thoroughly guaran-
teed. Heats up a
good sized room.
Gallon oil tank.
Black japan finish.
Wonderful value at
the price, \$3.94



500 Ash Cans at \$1.95

A new shipment recently arrived—of the same
quality as the thousands that were snatched up
so eagerly by patrons at past sales. Heavily
galvanized—reinforced top and bottom.

GIMBELS NEW KIND OF HOUSEFURNISHING STORE—Fifth Floor



Window
Refrigerator, \$3.95
Saves ice. A great
household conve-
nience. Made of metal
heavily galvanized.
23 in. wide, 15 in.
high, 12 1/2 in. deep.

Rugs—Imported Chenille at sharp reductions

Nearly a half inch thick and magnificent.
Much like the famous wide loom carpeting that
is so handsome and of which Gimbel's always have
a fine showing. You can compare the qualities
and then you will see that these Chenille Rugs are

Practically at Half Price

Colors: rose, grey, brown, tan and other neutrals.

Rugs, 2 ft. 3 in. x 4 ft. \$7.50 ea.
Rugs, 6 ft. 6 in. x 9 ft. \$40.00 ea.

A lot of sizes in between priced proportionately.

100 Wilton Rugs
\$105.00 ea.

One piece 9 ft. x 12 ft.
Oriental colors and designs.

75 Wilton Rugs
\$9.75 ea.

27 in. x 54 in. Slightly
imperfect.

GIMBELS RUG SECTION—Sixth Floor

Half-Price Days Only Come Occasionally

Serving Tables
(Oak, Mahogany or Walnut)
\$15.00 to \$37.50
each

Scarcely two alike; there-
fore at half price.

Dining Tables at
half. \$22.50 to
\$82.50 each

Hardwoods, such as oak
and mahogany; but not all
woods at all prices.

GIMBELS FURNITURE SECTION—Seventh Floor

Brooklyn, New Jersey and Long Island Customers Direct To Gimbel's via Tubes and Subways